Morgan Dutrow

Multimedia Design Basics

Wiki space Proj 4

I recorded my project using a Sony video recorder. I had to make sure that camera was sent to store the video to my memory card rather than to the internal memory. To endure that my project was not shaky I put the camcorder on a tripod. This helped me keep the quality of the video.

I decided to separate my commercial into three different scenes. In the first scene you witness someone getting injured, in the second you get to see the product in action, and in the third you become aware of the tagline and the product.

I decided on my script because it was humorous and I felt that would help catch people’s attention better than a boring video on the benefits of bandages. I also added a catchphrase because many major corporations have taglines that aid in selling their products.